

Extra!
Torrance
Silver
Anniversary
Festival
Edition

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Torrance Herald & Lomita News

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Silver
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The
Torrance Herald

TWENTY-SECOND YEAR—No. 37.

TORRANCE, CALIFORNIA, THURSDAY, SEPTEMBER 10, 1936

SECTION B

3-DAY SILVER FESTIVAL STARTS TODAY!

\$150 In Cash Prizes! Mutt Show! Cake Baking Contest! Free Dance!
Read All About This Gala Celebration! Plan To Take Part In It!



He's Headed
for the Big
**Mutt
Show**

Come on, kids!
Get your dog and bring him (or her) to
the Big Mutt Show Saturday afternoon at
3 o'clock.

Lookit the Prizes:

\$5.00 for the Ugliest Dog.
\$5.00 for the Biggest Dog.
\$5.00 for the Littlest Dog.

Only mongrels allowed to enter, no thoro-
bred permitted. All boys and girls under 15
years old can enter their dogs. Bring your
dog, on a leash, to the corner of Sartori and
El Prado a few minutes before 3 o'clock Sat-
urday afternoon and join the big parade. If
your dog wins, you'll be paid in big shiny
silver dollars.

AMATEUR SHOW PROMISES TO BE HUGE SUCCESS SATURDAY

Many Talented Performers Already Entered
Three Cash Prizes Offered.

The amateur contest scheduled to start at
9 p. m. Saturday evening at the Civic Audi-
torium looks like a big success. Already a
large number of budding dancers, singers,
instrumentalists, and other entertainers
have enrolled for the big show to which the
public will be admitted free.

The merchants' committee in charge of
the Silver Anniversary Festival states that
any amateur may enter the contest, regard-
less of age or sex. Three cash prizes are of-
fered, as follows: First, \$10.00; Second, \$5.00;
and Third, \$2.50.

All contestants must register at the Tor-
rance Herald office, 1336 El Prado, before 12
noon on Saturday. They are requested to be
at the stage entrance of the auditorium at
8:30 p. m. The orchestra will be present to
accompany any contestants who desire such
assistance in putting on numbers. There are
no strings attached to taking part in the
amateur show. You merely give your name,
address, age, and the type of entertainment
you will offer.

Judging from the high calibre of enter-
tainers who have already entered the con-
test, those in the audience are assured of a
fine program which will no doubt take up the
full hour allowed for the contest.

Immediately following the amateur show,
the final \$25.00 cash prize will be awarded to
coupon holders. Then comes the free dance
for the balance of the evening.

(CLIP AND SAVE FOR REFERENCE)

PROGRAM For Torrance 3-Day Silver Anniversary Festival

Thursday, September 10

5:30 P. M.—Award of \$25.00 in cash at corner of Sartori and Marcelina avenues.
Winner must be present in crowd with duplicate coupon. Coupons given free with
purchases in local stores.

Friday, September 11

5:30 P. M.—Award of \$25.00 in cash in front of Safeway Store on Carson street.
Winner must be present in crowd with duplicate coupon. Ask for free coupons
when making purchases this week at Torrance stores.

Saturday, September 12

9:30 A. M.—Cake Baking Contest at Civic Auditorium. Prizes: \$10.00 in Silver
for Most Attractive Cake; \$5.00 in Silver for Best Tasting Cake; \$2.50 in Silver for
Second Best Tasting Cake. Contest open to both Women and Men. Not necessary
to register,—just bring your cake to the Civic Auditorium before 9:30 A. M. Satur-
day.

2:00 P. M.—Award of \$25.00 in cash at corner of Sartori avenue and El Prado.
Winner must be present in crowd with duplicate coupon.

3:00 P. M.—Mutt Show and Parade. Bring your dog to corner of Sartori and El
Prado shortly before 3 p. m. Prizes: \$5.00 in Silver for Ugliest Dog; \$5.00 in Silver
for Largest Dog; \$5.00 in Silver for Smallest Dog. No thorbred dogs will be per-
mitted to enter contest, which is open to boys and girls under 15 years of age.

9:00 P. M.—Amateur Show in Civic Auditorium. Any and all forms of enter-
tainment permitted:—Dancing, Singing, Instrumental Selections, etc., etc. No age
limit, any man or woman, boy or girl may compete. All contestants must register
at office of Torrance Herald, 1336 El Prado, not later than 12 noon, Saturday, Sept.
12. Prizes: First prize, \$10.00 in Silver; Second prize, \$5.00 in Silver; Third prize:
\$2.50 in Silver.

10:00 P. M.—Award of \$25.00 in Cash at Civic Auditorium. Winner must be pres-
ent at Auditorium with duplicate coupon.

FREE DANCE for balance of the evening at Auditorium. Music by Jack Gled-
hill's Orchestra. Everyone invited.

NOTE—Merchants or their employes are NOT permitted to participate in cash awards.

FREE! \$100 In Silver Dollars

Four Gifts of \$25.00 Each To Be Awarded By
Merchants During Next 3 Days.
First Award at 5:30 Today

Oh, what fun!

And Oh, what PRIZES!

The festive spirit is in the air. You see
and hear it everywhere. Because Torrance is
celebrating its 25 years of existence with a
gala Silver Anniversary Festival this week-
end and there'll be plenty of things doing.

First BIG EVENT is scheduled for this
afternoon at 5:30 o'clock when 25 BIG
SHINY SILVER DOLLARS will be GIVEN
AWAY at the corner of Sartori and Marce-
lina avenues,—down by the banks.

Then again on Friday at 5:30 p. m. AN-
OTHER \$25.00 will be given away in front
of the Safeway Store on Carson street, and
on Saturday at 2 p. m. another \$25.00 will be
given away at the corner of El Prado and
Sartori avenue. Then at 10 p. m. Saturday
the final \$25.00 award will be made at the
Torrance Civic Auditorium. That's 100 Silver
Dollars in gifts besides ANOTHER \$50.00 in
cash prizes to be awarded in the cake baking,
mutt show, and amateur contests, explained
in another column of the page.

How's all this money to be given away,
and who's furnishing it, you ask? Well, ask
the merchants of Torrance. They are bear-
ing the entire expense of the celebration. All
merchants who are co-operating in the plan
have a "Silver Anniversary Festival" placard
on display in their show windows. With each
25c purchase you are given a coupon which
entitles you to take part in the four different
gift awards. You drop half of the coupon in
the barrel at the bank corner and keep the
other half of the coupon for identification at
the times the awards are made. That's simple,
isn't it? And who knows maybe you will be
carrying home a pile of those big silver dol-
lars. So be sure and be on hand at the four
different hours when the prizes are given.

Remember, \$25.00 will be absolutely given
away each time, and if you are not present
when your number is called, some one else
will get the money. Prizes will not be held
over until the next award, nor will they be
given to anyone without the corresponding
numbered coupon. So be on hand each time
with your coupons in hand.

As an added attraction, Torrance mer-
chants are offering exceptional values for
the remaining three days of this week. Many
of these special bargains are advertised in
this issue. Read them over and profit by the
savings,—and be sure and ask for your cou-
pons when making purchases.

If you do not clearly understand the gift
offerings, ask any of the merchants display-
ing the "Silver Anniversary Festival" card.